



**CITY OF GREENSBORO  
FOR IMMEDIATE RELEASE**

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***CELEBRATE JOEY CHEEK DAY ON MARCH 23!  
2006 Olympic Medalist, Philanthropist and Native Son to Visit Greensboro***

**GREENSBORO, NC (March 22, 2006)** – Olympic speed skating medalist and Greensboro native Joey Cheek will spend Thursday, March 23 attending a variety of events in the city as part of Joey Cheek Day.

- 7 – 7:30 am Watch Joey on WFMY News 2's The Good Morning Show
- 9 – 11 am Joey visits with students and invited guests at Aycock Middle School and Dudley High Schools
- 12 – 2 pm Attend the Joey Cheek Charitable Fund Luncheon sponsored by the News & Record at the Greensboro Coliseum Plaza Lobby. Meet Joey Cheek and bid on autographed Wheaties boxes. Ten lucky attendees will have their photo taken with the Olympic champ. Tickets are \$20 per person and can be purchased at [www.cfgg.org](http://www.cfgg.org). All proceeds from the event go towards the Joey Cheek Charitable Fund for Right to Play and other organizations.
- 2:30 – 3 pm Press conference with Joey Cheek at the Greensboro Coliseum Complex
- 5 – 7 pm Joey attends Reception for Elected Officials at the Cultural Arts Center
- 6 - 8 pm Attend the Joey Cheek Community Celebration at First Horizon Park, home of the Greensboro Grasshoppers, corner of Bellemeade and Eugene. Gates open at 6, program begins at 7. The entire community is invited to this free event sponsored by WFMY News 2. Enjoy music, balloons, concessions, fireworks and see Greensboro's own Joey Cheek.

Individuals who wish to donate money to benefit Cheek's designated charity, the Right to Play initiative, or to benefit local at-risk children may do so at [www.cfgg.org](http://www.cfgg.org).

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